



Patient
Information
Forum

5 years
of PIF TICK

Trusted
Information
Creator

Annual Review 2025

A year of growth for PIF

A message from the Chair

2025 was a year of growth, influence and increasing impact for the Patient Information Forum (PIF). As Chair of Trustees, I am proud of the progress we have made in advancing our vision of a world where everyone has access to personalised health information and support to make informed decisions about their health, wellbeing and care.

Amid rapid technological change and growing concern about misinformation, PIF continued to champion quality, trusted health information. The PIF TICK celebrated its fifth anniversary and surpassed 150 certified organisations, demonstrating the sector's commitment to high standards.

We also played a leading role in highlighting the risks of inaccurate AI-generated health information, bringing together members, partners and policymakers to advocate for improvements and protect public trust.

Supporting our members remains central to our work. During the year we expanded our programme of training, webinars and practical guidance, helping health information professionals respond to emerging challenges and share expertise across the sector. We also strengthened public access to trusted information through significant enhancements to the PIF TICK website and the launch of Trusted Information Collections.

A particular highlight was the addition of Impact as a strategic aim, reflecting our commitment to building evidence of the difference high-quality information makes to people's lives. Research published during the year showed the powerful role health information plays in helping people manage their health and engage confidently with care.

Sue Farrington
PIF Chair



Our vision

Everyone has access to personalised health information and support to enable them to make informed decisions about their health, wellbeing and care.

Our strategic aims 2025-2030

Quality

PIF raises standards in quality health information and certifies trusted health information producers.

Find out more about our progress on quality on [page 6](#).

Integration

PIF campaigns for quality health information and support to be an integral part of the patient journey.

Find out more about our progress on integration on [page 7](#).

Inclusion

PIF advocates for health information to be available to all, meeting health and digital literacy, accessibility and cultural needs.

Find out more about our progress on inclusion on [page 8](#).

Expertise

PIF enhances the expertise of people working in the field of health information.

Find out more about our progress on expertise on [page 9](#).

Impact

PIF builds the evidence base for the impact of health information.

Find out more about our progress on impact on [page 13](#).

Infrastructure

We maintain a sustainable, expanding and financially secure organisation.

Find out more about our progress on infrastructure on [page 14](#).

Helping the public find trusted information

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2 in 3

look for a trust mark*

*2025, IPSOS



2025
marked
5 years
of PIF TICK



PIF TICK in 2025

150 certified members

15,000 webpages now display the PIF TICK.

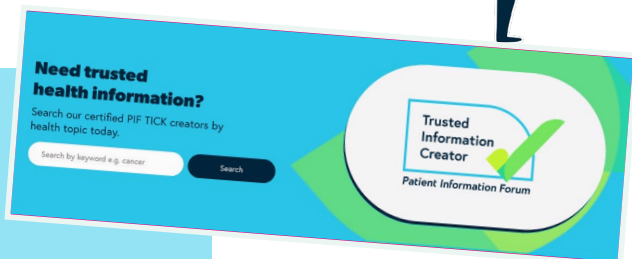
2 new social media channels
Instagram: [@patientinformationforum](https://www.instagram.com/patientinformationforum)
Facebook: [@patientinformationforum](https://www.facebook.com/patientinformationforum)



PIF TICK website upgraded

co-produced and searchable

with a **1,000%** increase in health topic page views



Resources

1 misinformation toolkit

1 public information film

3 trusted information collections



Helping members create trusted information



**Patient
Information
Forum**

Members

3,630 members



20 corporate partners



Publications

Reports and statements

Google AI search results and the health sector

Knowledge Empowers – the impact of health information

Reading age position statement

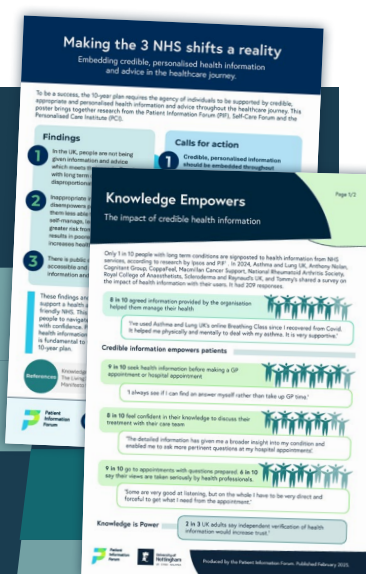
NHS plan - Making the 3 NHS shifts a reality

Guidance and documents

Evaluating the impact of health information

Optimising your website for AI search

PIF and ABPI: Working together – a handbook for industry and patient organisations

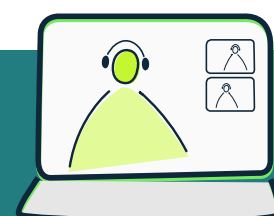


Events

15 hot topic webinars

for

1,378 attendees



and...

13 member and bespoke training courses

for

300 trainees.

Quality – the PIF TICK

We celebrated 5 years of PIF TICK in 2025 with more than 150 certified organisations. Satisfaction is high with 9 in 10 certified organisations saying they would recommend the scheme to others. To mark the anniversary, we held a webinar exploring how PIF TICK is helping to meet challenges of an evolving health information environment.

AI and misinformation

The poor quality of AI health information and deployment of AI web searches was a major cause for concern for members. Our report with Marie Curie and Macmillan evidenced the inaccuracies in AI generated search findings. It contained 5 recommendations for improvement endorsed by 70 organisations.

We hosted two events with our cross-sector partners on how to respond effectively to the challenge of health misinformation. We produced a video ethnography in partnership with Ipsos on the risks of misinformation, a public guide on AI overviews and launched public facing social media channels.

PIF TICK Criteria at a glance

1. Systems
 2. Training
 3. Need
 4. Evidence
 5. Involving users
 6. Health inequalities
 7. Transparency and legal
 8. Feedback
 9. Disseminating
 10. Impact
- 

PIF TICK Steering group



Sion Baldwin-Jones
Health Content Lead,
Parkinsons UK



Tom Bishop
Head of Patient Information,
Anthony Nolan



Selina Corkery
Service Manager (Editorial),
Macmillan Cancer Support



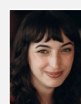
Caroline DeBrun
Knowledge and Evidence
Specialist – South West, UK
Health Security Agency



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Education and Health
Communications Director,
CoppaFeel!



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Manager, Royal College of
Anaesthetists



Imogen Pinnell
Information and Support
Content Manager, Marie Curie



Emma Rushton
Information and Services
Manager, Multiple System
Atrophy Trust



Julie Smith
Content Director, EIDO
Healthcare



Dr Knut Schroeder
GP and Health Information App
Producer, Founder and Director
of Expert Self Care Ltd



Dr Alice Wood
GP and Clinical Director

Integration

Signposting trusted information

We welcomed recognition of PIF TICK certified information in the Department of Health's Rare Disease Action Plan. It recognised the important role of patient support groups in developing reliable and easy-to-access information on rare conditions.

In May, we partnered with the ABPI on a joint handbook on partnership working between the pharmaceutical industry and patient organisations. We have co-produced a series of good practice case studies on the benefits of partnership, published on the ABPI website.

Influencing the NHS Plan

In June, we issued a joint policy statement with the Self Care Forum and the Institute of Personalised Care in response to the Government's three policy shifts: sickness to prevention, analogue to digital and hospital to community. The statement called for credible health information to be embedded into patient pathways and for all external information sources to be PIF TICK certified, particularly when signposted by the NHS.

Later in the year, we welcomed a commitment to work with the third sector to support people to care for their health in the NHS 10 Year Plan.

We made with links with the team developing Diagnosis Connect. It is expected the first wave pilot will see GPs signpost people to charities offering information and support.

PIF and ABPI handbook

The handbook is supported by a library of good practice case studies produced by PIF on behalf of ABPI.



Access the resource here:

abpi.org.uk/partnerships/patient-involvement/charity-industry-partnership-case-study-library

Amyloidosis UK PPIJ

In the autumn, we worked with rare disease charity Amyloidosis UK to co-produce a "perfect patient information journey" for this complex group of conditions. This was timed to support the development of new regional amyloidosis centres.

We carried out an information audit, interviewed patients and healthcare professionals, held a virtual focus group and an in person drop-in-day for patients and professionals at the National Amyloidosis Centre in London to identify priorities for information development.

A follow-up project in 2026 will co-produce information to meet the needs identified.



Inclusion

New PIF TICK website launches

The PIF TICK website supports the public and professionals searching for trusted health information. In 2025, the website was upgraded following consultation with NHS and public librarians. The update was part-funded by NHS England to make it easier for staff in public libraries to connect the public with trusted health information.

Changes included the introduction of a health topics page, a new search bar, accessibility improvements and the launch of our Trusted Information Collections. In December, we were commissioned by NHS England to develop five co-branded Trusted Information Collections. These were designed to help tackle inequity in lung health, heart health, maternity, mental illness and cancer. The collections went live in Health Information Week 2026.

This project also included translation of 4 of our PIF TICK guides on AI overviews, false health information warning signs, finding trusted health information and BMI.

Reading age position statement

PIF recommends a reading age of 9-11 for health information. We set out our position in a statement published in March. OECD data states half of adults lack the literacy skills to cope with everyday life. Low literacy interacts with low health literacy, linked to poor general health and reduced life expectancy. Making health information easy to understand supports more people care for their health.

Trusted Information Collections

The Trusted Information Collections bring together PIF TICK certified resources. Launched to coincide with health awareness events, they are a quick and easy way for anyone to signpost trusted resources.

Three collections were launched in 2025 – women's health, men's health and wellbeing. Collections are designed to meet a range of user needs and include translated resources, audio and Easy Read versions.



Health Inequalities Week

In June we held our annual Health Inequalities Week. Events covered the cause of health inequalities – and how trusted health information can help tackle them – as well as the rise of the patient decision maker.

Expertise

January 2025

Webinar

Tackling health misinformation and understanding health literacy

PIF TICK directory update published



March 2025

Webinar

Accessible numbers in health information

Roundtable on AI overviews

Reading age position statement published

February 2025

Training

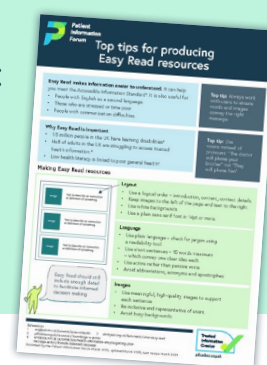
Assessing the impact of health information

Member survey Knowledge Empowers published



Poster update

Easy Read Matters: Top tips for producing Easy Read resources



April 2025

Training

- Editing health information
- Facilitation training delivered to NICE staff

Webinar

PIF TICK version 3 and supporting change

March 2025

Training

- Writing health information
- Launch of on-demand production process modules
- Bespoke training developed for Westminster City Council staff

May 2025

Report

Google AI search results and the health sector

Partner event on misinformation

Launch

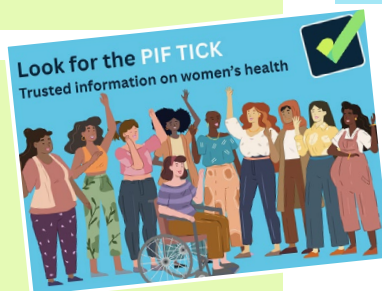
PIF and Ipsos video on misinformation

Webinar

PIF TICK at 5 – shaping trusted health information

Launch

First PIF TICK collection on women's health



Launch

Joint handbook on partnership working published with ABPI

Training

Bespoke training developed for ABPI staff

Poster update

False health information – the warning signs

June 2025

Training

- Developing effective facilitation skills
- Bespoke training developed for Novo Nordisk staff

Webinar

Health Inequalities Week

Joint statement

Making the 3 NHS shifts a reality



July 2025

Webinar

Measuring the impact of health information

Webinar

IPSOS: The rise of the patient

Guidance

Evaluating the impact of health information

August 2025

PIF TICK competent pilot launched

PIF TICK collection on wellness published

September 2025

Webinar
Making the most of AI

Member meeting with Google on AI overviews

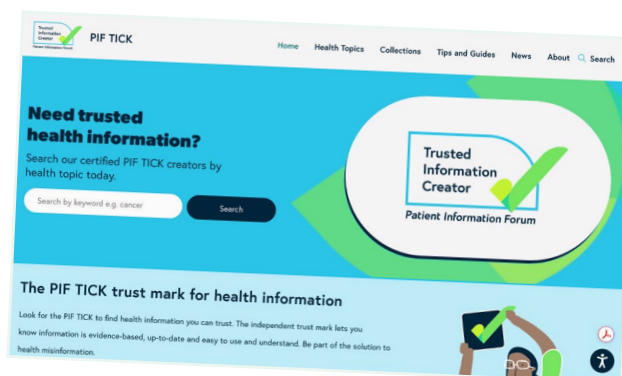
Guidance
Optimising your website for AI search guidance published

PIF TICK directory update published



October 2025

Updated PIF TICK website launched



Training
Creating health and digital literacy friendly resources

Webinar
Multimedia health information

PIF TICK poster on AI overviews published

Guide
Co-production: Involving users in developing health information updated

Survey
Health and digital literacy survey launched

November 2025

PIF TICK trusted information collection on men's health published

Look for the PIF TICK
Trusted information on men's health



Training

- Evaluating the impact of health information
- Writing health information

Bespoke training

- Bespoke training developed for AstraZeneca staff
- Bespoke training for primary care teams in Nottinghamshire

Webinar

Using health information to support self care and self management

PIF TICK poster on social media updated

December 2025

Partnership event on misinformation

Workshop
Members' challenges and solutions

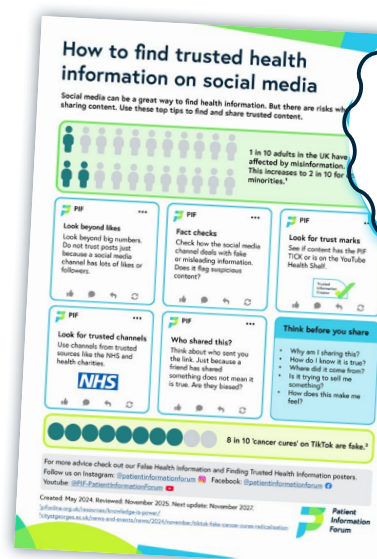
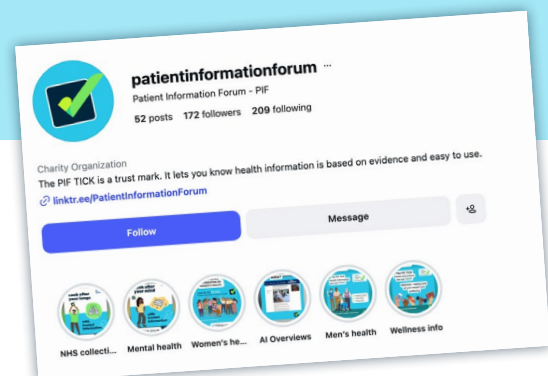
Launch of public-facing social media channels

Instagram

[@patientinformationforum](https://www.instagram.com/patientinformationforum)

Facebook

[@patientinformationforum](https://www.facebook.com/patientinformationforum)



2025
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5 years
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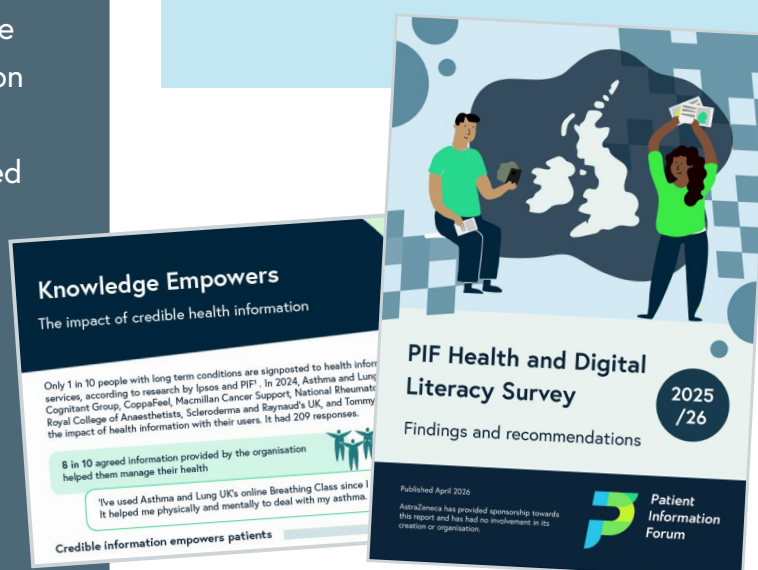
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Analysis using corpus linguistics found reduced isolation was a theme in 12,000 words of free text comments.

In July, we launched updated guidance on evaluating the impact of health information with expert insight provided by the UK Evaluation Society. The launch webinar was attended by 72 PIE members.

In October, we launched our periodic health and digital literacy survey of member organisations. As well as providing insight on activity across the health information sector, the results help measure the impact of PIF's work in this area.

The responses also allow us to share case studies on the impact of the health information from our cross-sector membership.



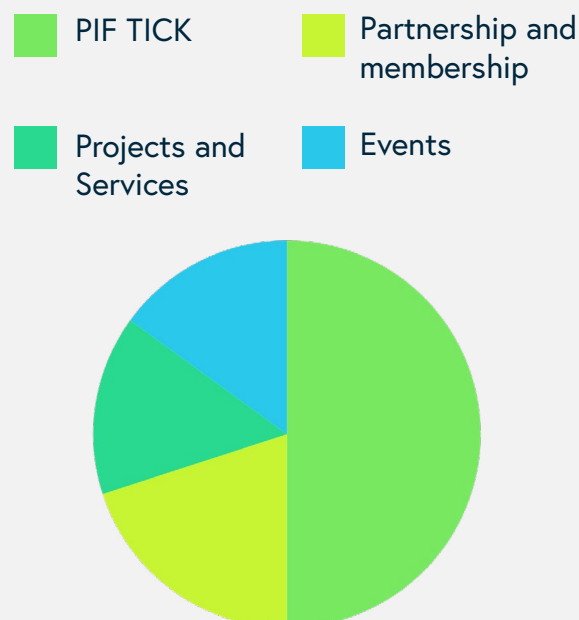
Infrastructure

In 2025, the PIF team expanded to provide better member service. Our assessment team doubled to support the growth of PIF TICK and expand our quality assurance capacity. We also recruited new team members focused on member and public engagement.

December saw the launch of public facing social media channels to promote PIF TICK and trusted information.

Our income is generated from four main sources. PIF TICK, partnership, projects and services and training. All PIF services are delivered on a not for profit basis. PIF TICK fees are scaled to allow equity of access for all organisations.

PIF's income in 2025 came from four main sources



PIF Team



Sophie Randall
Director



Dan Wills
PIF TICK
Manager



Sheena Campbell
Communications
Manager



Eugene Thomas
Website
Manager



Klair Bird
PIF Admin



Rosa Legeno Bell
Engagement
Manager



Ellie Evans
Communications
Specialist

PIF TICK Assessors



Dan Wills
PIF TICK
Manager



Alice Baron
PIF TICK
Assessor



Marie Clegg
PIF TICK
Assessor



Linda Cowie
PIF TICK
Assessor



Ruth Renfrew
PIF TICK
Assessor



Susan Smith
PIF TICK
Assessor



Rachel Tyrer
PIF TICK
Assessor



Claire Utting
PIF TICK
Assessor

Governance

PIF is governed by a board of Trustees. The board is chaired by Sue Farrington, chief executive of Scleroderma and Raynaud's UK.

At the end of 2025, we started the process of recruitment to expand the trustee group.

The operations team also seeks support from an advisory group of members, see below. Members represent all sectors of the PIF membership and the four nations of the UK.

A separate steering group provides oversight of the PIF TICK criteria, see page 5. They also review any complaints received about certified information.

PIF Trustees

PIF is governed by a board of Trustees



Sue Farrington
Chair



Anne Ballard
Trustee



Graham Parker
Non-Executive Director



Jacquie White
Trustee

PIF Advisory Group

PIF is guided by an advisory group – Members in 2025

Kate Betteridge
Neil Betteridge Associates

Trishna Bharadia
Owner, The Spark Global

Ruth Carlyle
Co Chair, CILIP Health Libraries Group

Selina Corkery
Macmillan Cancer Support

Michele Crooks
Public Health Agency, Northern Ireland

Joanna Dundon
NHS Wales Informatics Service

Carol Hallesy
Evidence Manager, NHS Lanarkshire

Lynsey Hawker
The King's Fund

Louise Jones
Senior Health Information Writer and Researcher, Anthony Nolan

Steph Jury
Guy's and St Thomas' NHS Foundation Trust

Rachael Middle
Isle of Wight NHS Trust

Dr Knut Schroeder
Expert Self Care Ltd

Dr Juhi Tandon
GP

Dr Alice Wood
GP and Clinical Director

Join us

The Patient Information Forum (PIF) is the membership body for people working in health information and support. We are the independent voice of UK health information. PIF runs the only quality mark for print and digital health information – the PIF TICK.

PIF has promoted access to trusted health information for patients, carers, the public and healthcare professionals for more than 25 years. Extending our influence and impact is only possible with the support of our members and the partnerships we build with like-minded organisations.

[Find out about PIF membership.](#)

I think your organisation is brilliant and you are doing a great job. You really care about what you do.

PIF member

Our Partners in 2025



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